

## **Pheasants Forever & Quail Forever Welcome ALPS OutdoorZ as New National Sponsor and Partner for Hunter Mentor Pledge Campaign**

**St. Paul, Minn. – August 13, 2020 –** [Pheasants Forever](#) & [Quail Forever](#) is proud to recognize [ALPS OutdoorZ](#) as the organization's newest national sponsor. The partnership provides ALPS OutdoorZ with a wide array of marketing opportunities to educate the organization's members and supporters about their innovative products. In return, ALPS OutdoorZ delivers financial support of the overarching mission of the nation's leading upland conservation group, including direct endorsement of the organization's Hunter Mentor Pledge campaign.

"We are really excited to expand our growing conservation partnership with Pheasants Forever & Quail Forever," said ALPS OutdoorZ owner Dennis Brune. "Conservation and hunter preservation are at the core of our organizations. We have both had a passion for teaching, mentoring, and exposing more people to the great outdoors. At ALPS, we refer to this initiative as 'Save the Lifestyle,' and are extremely proud to be working with PF/QF to elevate our support of the Mentor Pledge Program. Both organizations have recognized that together our combined efforts can be more effective and impactful to more people."

"When it comes to promoting upland lifestyle and heritage, no company in the United States has impacted our work more than ALPS OutdoorZ over the past two years," stated Colby Kerber, hunting heritage program manager for Pheasants Forever & Quail Forever. "What started as a partnership to reveal more outdoor opportunities to Americans has blossomed into a signature program for our organization with full backing from ALPS. We couldn't ask for a better partner and national sponsor as we embark on a new journey of mentoring together with the highest of expectations for the future."

ALPS Brands established ALPS OutdoorZ in 2007 with the mission of developing [affordable, performance-driven hunting gear](#). Years later, after releasing their first group of hunting products, the company has grown to offer packs, furniture, gun cases, sleeping bags, and ground blinds. Additionally, the corporation's unmatched dedication to wildlife habitat conservation and hunting heritage for future generations makes them an outstanding addition to Pheasants Forever & Quail Forever's current list of national sponsors.

In addition to print publication advertising, the following highlights key components to the relationship between ALPS OutdoorZ and Pheasants Forever/Quail Forever:

- **Hunter Mentor Pledge** – ALPS OutdoorZ will be recognized as the presenting sponsor and partners of Pheasants Forever & Quail Forever's 2020-2021 Hunter Mentor Pledge, working to recruit, retain, and reactivate outdoorsmen and women in the uplands.
- **National Pheasant Fest & Quail Classic**– ALPS OutdoorZ will be recognized as a gold sponsor of the event, as well as the presenting sponsor of the Path to the Uplands Stage/Hunter Mentor Pledge Booth.
- **Chapter Program** – As a national sponsor, ALPS OutdoorZ will support the organization's grassroots chapter network by offering a wide selection of hunting gear at special prices to help volunteers raise funds for critical conservation projects.

### **About Pheasants Forever**

[Pheasants Forever](#), including its quail conservation division, [Quail Forever](#), is the nation's largest nonprofit organization dedicated to upland habitat conservation. Pheasants Forever and Quail Forever have more than 132,000 members and 760 local chapters across the United States and Canada. Since creation in 1982, Pheasants Forever has spent over \$900 million on 550,000 habitat projects benefiting 19 million acres nationwide.

### **Media Contact**

Jared Wiklund  
(651) 209-4953

[jwiklund@pheasantsforever.org](mailto:jwiklund@pheasantsforever.org)